

2023 MEDIA KIT

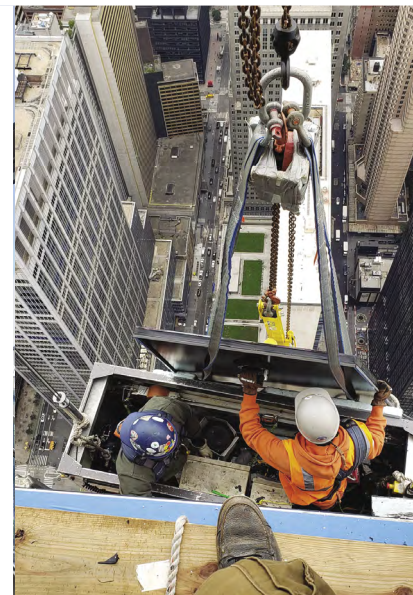
GLASS[®] MAGAZINE

FAMILY OF PRINT & DIGITAL PUBLICATIONS

PRODUCED BY THE

NGA

NATIONAL GLASS ASSOCIATION with GANA





The National Glass Association (NGA) is the largest trade association serving the entire architectural glass and metals industry. NGA exists to advocate for the industry and to support the best interests of all stakeholders. Our members are the target audience you're trying to reach.

We envision a future in which glass is the material of choice to enhance spaces where people live, play, learn, work and heal.

“

I VERY MUCH ENJOY GOING
THROUGH THE MAGAZINE
AS SOON AS I GET IT.
IT KEEPS ME ON TOP OF
OUR INDUSTRY.

”

GLASS[®]
MAGAZINE

PRODUCED
BY THE
NGA

Glass Magazine gives you access to the entire industry supply chain: primary glass manufacturers, glass fabricators, glazing contractors, full-service glass companies, and suppliers.

Our editorial team is dedicated to providing unbiased, relevant content that helps companies build more profitable businesses. Trust the respected source of industry information to spread your sales message.

Glass Magazine is the glass and glazing authority.

Source:
'2022 SIGNET AdStudy

TO SPEAK WITH A SALES CONSULTANT,
GO TO PAGE 13 FOR CONTACT INFORMATION

THE FORMULA FOR SUCCESS

Glass Magazine Family of Publications

Glass Magazine | Glass Magazine Weekly | GlassMagazine.com
 GlassBuild America Show Catalog | GlassBuild America Daily | GlassBuildAmerica.com
 Facebook | Twitter | Instagram



Promotional Network of Association Events

GlassBuild America: The Glass, Window & Door Expo | Building Envelope Contractors Conference
 Glass Processing Automation Days | NGA Glass Conferences | Glazing Executives Forum



Your Marketing Message Reaches the Entire Architectural Glass & Glazing Industry Supply Chain

Float Glass Producers



Glass & Metal Fabricators and Distributors



Glazing Contractors



Dealers & Retailers



Architects & Specifiers



Suppliers of glass, metals, architectural hardware, glass & metal processing equipment
 trucks, handling equipment & tools, sealants, software

TO SPEAK WITH A SALES CONSULTANT,
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YEAR-ROUND PROMOTIONAL NETWORK

As the official publication of the National Glass Association, Glass Magazine taps into a year-round promotional network of association events:

- **NGA Glass Conference: Miramar Beach • January 24-26, 2023 | Miramar Beach, CA**
NGA Glass Conference: Tacoma • July 2023 | Tacoma, Washington
 Working meetings to discuss trends and issues critical to the industry
 100-130 participants
- **The Building Envelope Contractors (BEC) Conference • March 5-7, 2023 | Las Vegas, NV**
 Presentations, networking events and table-top exhibits
 600-800 participants
- **GlassBuild America: The Glass, Window & Door Expo • Oct. 31 – Nov. 2, 2023 | Atlanta, GA**
 Trade show for the glass, window & door industries
 400 exhibitors • 8,000 attendees
- **The Glazing Executives Forum • Oct. 31, 2023 | Atlanta, GA**
 Business-focused strategies for senior managers
 200 participants

Glass Magazine is distributed at other industry association meetings and trade shows, including AIA, glasstec and Vitrum.

**Expand your brand exposure by becoming an exhibitor and sponsor.
 Contact these staff members for details:**

GlassBuild America Booth Sales • Jonathan Watson
 jwatson@glass.org, 703.442.4890 x142

GlassBuild America and Glazing Executives Forum Sponsorships • Kathy Swaak
 kswaak@glass.org, 703.442.4890 x183

BEC and NGA Glass Conference Sponsorships • Andrew Haring
 aharing@glass.org, 703.442.4890 x165

**Ask about placing an ad in the
 GlassBuild America Show Catalog.
 Open to anyone interested!**



GlassBuild
AMERICA
 THE GLASS, WINDOW & DOOR EXPO

IMPROVE YOUR BOOTH LOCATION

Full schedule Glass Magazine
 advertisers get more priority
 points for earlier booth selection
 at GlassBuild America.

\$577,355

the average amount GlassBuild
 America buyers reported they
 planned to spend on glass, machinery,
 products and/or services they saw at
 GlassBuild 2021 in Atlanta.²

85%

of attendees at GlassBuild
 America recommend, approve or
 purchase new products as part
 of their job responsibilities.¹

53%

of attendees at GlassBuild America
 2021 were contract glaziers, glazing
 subcontractors and full-service glass
 companies.²

Sources:

¹2019 GlassBuild America attendee survey

²2021 GlassBuild America attendee survey

TO SPEAK WITH A SALES CONSULTANT,
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Business Breakdowns for All Glass Magazine Platforms¹

Contract Glaziers	29.7%
<ul style="list-style-type: none">Contract glazing companiesGlazing subcontractors	
Dealer, Retailer	25.3%
<ul style="list-style-type: none">Dealers and retailers of glass, metals and/or related products	
Fabricator, Manufacturer, Supplier	24.5%
<ul style="list-style-type: none">Fabricator of glass, metals, components and/or other industry-related productsManufacturer or fabricator of glass and/or metalsManufacturer or fabricator of completed or assembled productsSuppliers to the industry	
Architects, Specifiers	8.4%
<ul style="list-style-type: none">ArchitectsSpecifiersCommercial builders	
Distributor, Wholesaler	2.7%
<ul style="list-style-type: none">Distributors and wholesalers of glass and metals	

OUR SUBSCRIBERS ARE YOUR BUYERS AND PROSPECTS

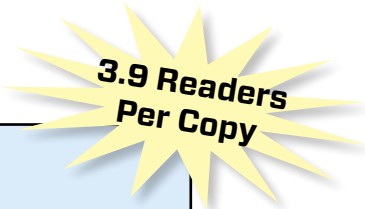
- They are business owners and senior-level managers who make final purchasing decisions.
- They are engaged companies that pay to get access to suppliers in the glass industry through Glass Magazine’s multiple content platforms.
- They rely on NGA as the leading provider of glass industry resources, technical information, advocacy and representation, training materials and education in North America.

Unique, Verified and Transparent

All distribution information is audited annually by Jones & McIntyre PLLC.
Documentation will be provided upon request.

BY THE NUMBERS

Average Print Copies Mailed	22,819
Average Digital Edition Emails Delivered	35,010
TOTAL AVERAGE DISTRIBUTION	57,829¹
Number of Readers Per Copy	3.9 ²
TOTAL AVERAGE PRINT READERSHIP	88,994



91%

of survey respondents agree advertising in Glass Magazine educates and is an important part of the publication.²

79%

of survey respondents have taken one or more actions as a result of an advertisement or article in Glass Magazine.²

55%

of survey respondents say that when purchasing products, magazine ads/advertorials are their most important source of information.²

Sources:
¹December 2021 Publishers’ Media Circulation Report
²2022 SIGNET AdStudy

PRINT ADVERTISING OPPORTUNITIES



January/February — Annual Glass & Metals Forecast

Special Coverage: World of Glass Update

Marketing Bonus: BOGO — buy one ad at rate card price, get a second ad of the same size for free –or– upgrade to the next larger size for the same price

Ad Space Close:

November 22

Materials Due:

December 8



March — Annual Architects' Issue

Special Coverage: Performance and sustainability

- Glass and wellness • Next-generation technologies • High-performance products

Bonus Distribution: BEC Conference, March 5–7, 2023 • Las Vegas PLUS at a special event hosted by NGA during the AIA Conference

Bonus mailing to 5,000 architects • Exclusive for AIA Exhibitors: “See Our Ad” sticker on cover of 20 copies to distribute from your booth

Ad Space Close:

January 23

Materials Due:

February 3



April — Annual Top Glass Fabricators Report

Special Coverage: Decorative and interior glass

- Digital printing, decorative laminates, frits, etched, back-painted, more...
- Glass railings, stairs, partitions and walls

Bonus Distribution: NGA Glass Conference, July 2023

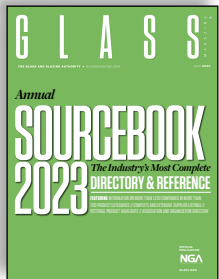
Place a full page ad in this issue and be included in Glass Magazine's annual AdStudy.

Ad Space Close:

February 17

Materials Due:

March 3



May/June — Annual SourceBook

One of the industry's most complete directories and reference guides. Also includes:

- Industry Association & Organization Guide
- Report of essential resources from the National Glass Association

Marketing Bonus: Advertising packages with enhanced print and digital listing options

Bonus distribution at industry events throughout the year

Ad Space Close:

March 31

Materials Due:

April 7



July — Annual Top 50 Glaziers

U.S. glazier market statistics, trends and project features

Special Coverage: Protective glazing

- School security, fire-rated, intruder-resistant, impact, bullet-resistant, bomb-blast

Marketing Bonus: Free copy of the Top 50 Glaziers report

Bonus Distribution: NGA Glass Conference

Ad Space Close:

May 24

Materials Due:

June 7



August/September — The Innovation Issue

Top Equipment & Software Trends

Special Coverage: Glass Magazine Awards

Bonus Distribution: Vitrum, Sept. 5–8, Milan, Italy • GlassBuild America 2023, Oct. 31 – Nov. 2, Atlanta

Ad Space Close:

June 22

Materials Due:

July 7



October — The GlassBuild America Issue

Exclusive look at the can't-miss event + exhibitor product preview, from the official publication of the show

Special Coverage: State of the Industry

Marketing Bonus: Show Catalog combo rate — ask a sales consultant for details!

Exclusive distribution at GlassBuild America 2023, Oct. 31 – Nov. 2, Atlanta

Ad Space Close:

August 16

Materials Due:

September 1



November/December — The Metals Issue & Glass Handling

What's trending in curtain wall, storefront, entrances, railings, hardware, panel systems, rain screens and more

Special Coverage: Glass Trucks and Handling Equipment

Marketing Bonuses: Inclusion in metals product section on GlassMagazine.com •

Product video on GlassMagazine.com with Twitter boost

Ad Space Close:

September 29

Materials Due:

October 11

Ask a sales consultant about these other can't-miss advertising opportunities:

- Custom Marketing Solutions
- Suppliers Guide
- GlassBuild America Show Catalog

TO SPEAK WITH A SALES CONSULTANT,
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**CUSTOMIZED MARKETING SOLUTIONS
EXCLUSIVELY AVAILABLE IN
GLASS MAGAZINE OUTLETS**

Glass Magazine offers completely custom advertising packages to achieve any of your goals:

- Launch a Product Line
- Build a Branding Campaign
- Support Brand Maintenance
- Attract New Customers
- Promote Services

We bring new, proven concepts in advertising and marketing to our pages and websites, and across sponsorships and booth space:

- Sponsored Content
- Native Advertising options include:
 - **Q&A** interview with key personnel at your company
 - **Great Glazing** showcasing a notable glazing project
 - **Product Solution** shows how your products solve customer problems
- Targeted Placement
- Multimedia Campaigns
- Social Media Outreach
- Product Launch Packages

Contact our Media Sales Consultants to discuss custom solutions for your marketing needs.

[illegible][illegible]

SPONSORED CONTENT

PRODUCT SOLUTION | RETROFIT SECURITY APPLICATIONS FOR GLAZING

Cutting-edge solutions can retroactively harden glass and improve building safety and security

May 10, 2022

glass installed on a federal courthouse.

RES

- glazing security
- glass unarmored access
- damage from natural disasters

With frequent riots, bombing and natural disasters, protecting people and property. But when it comes to building perimeter security, glass is the enemy. Broken glass is the first victim of active shooters, riots, fires and natural disasters.

Now are cutting-edge solutions that can retroactively harden glass and improve building safety. NGS offers a tiered approach to glazing security that can be customized based on budget and

NGS

ETTY AND SECURITY WINDOW FILM

ET Window Film is the first in our layered security system. With the use of premier technology and multilayer PETG film extrusion, this product shields victims from shattering glass entering a building. The addition of the 3M[®] Impact Protection Adhesive completes the glazing film and the glass to the frame for improved performance.

SHIELD®

When security system, TRI-SHIELD®, has been proven effective at resisting, delaying, and preventing attackers from stepping foot inside targeted buildings. TRI-SHIELD® uses proprietary encapsulation on both sides of the glass surface allowing the system to maintain the advantage of the strength of the glass and the flexibility of the film through a prolonged break-in attempt.

[illegible]

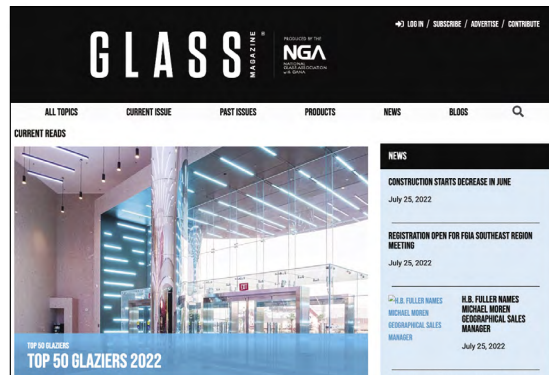
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DIGITAL ADVERTISING OPPORTUNITIES

With four digital platforms available for your comprehensive marketing campaigns, Glass Magazine can help you expand the reach of your company's brand.¹

GlassMagazine.com

From January–
June 2022:
28,569 average
monthly users
38,396 average
monthly pageviews
7.2% increase in
number of users
compared to
January-June 2021



Users and
pageviews on
both sites
are trending
upward

Glass Magazine Weekly

From January–
June 2022:
106,744 total number of
newsletters opened
47.45% open rate
14.8% increase in open
rate compared to
January-June 2021



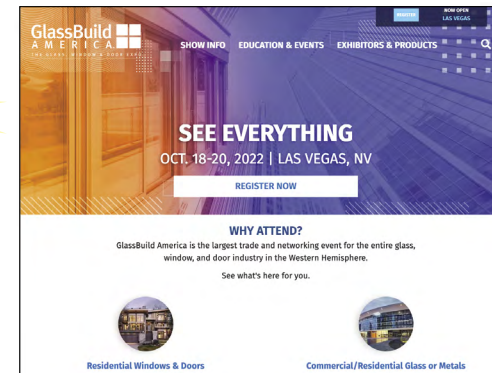
Know your
ad will reach
its intended
audience with
delivery rates
above 99.5%

Sources:

¹Google Analytics and publisher's own data

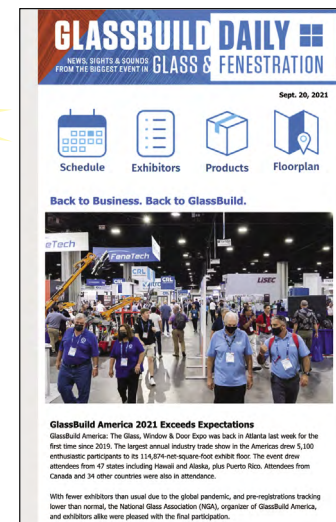
Reach tens of thousands of
potential customers with our
websites and newsletters!

GlassBuildAmerica.com



For 2021:
159,434 total users
416,515 total
pageviews
73% increase in the
number of pageviews
and **32%** increase in
the number of users
compared to the first
six months of 2021

GlassBuild America Daily



For the four newsletters
distributed September
13-20, 2021:
9,214 total number of
newsletters opened
25.73% open rate

ADDED EXPOSURE ON SOCIAL MEDIA

Your marketing message will get an added boost from Glass Magazine and GlassBuild America social media platforms when you purchase an advertising package. Posts on Twitter and Instagram referring viewers back to your print and digital content are included as part of a custom media campaign.¹

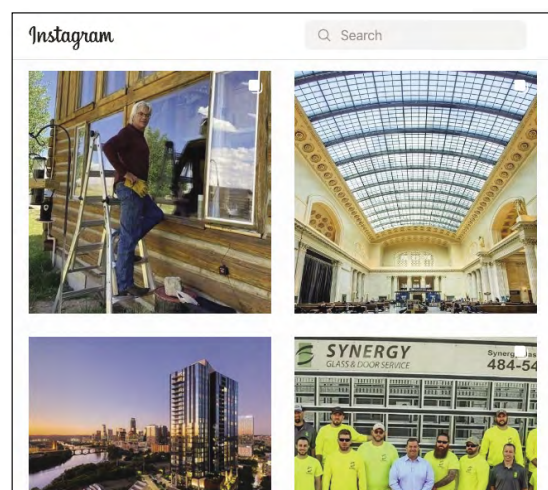
Twitter.com/glassmag



4,228 followers @glassmag

201,098 impressions in 2021

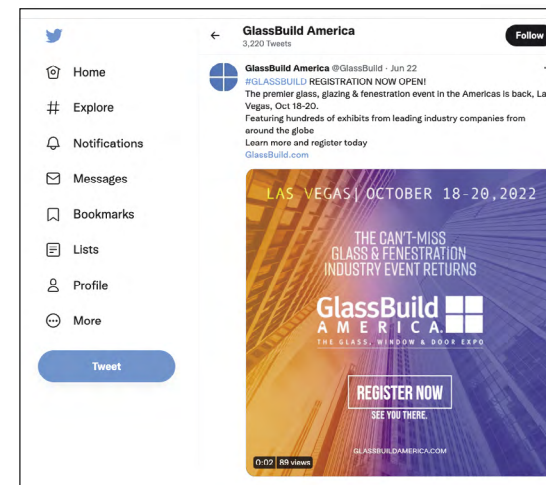
Instagram.com/glassmagazinenga



3,253 followers @glassmagazinenga

3,739 impressions in 2021

Twitter.com/glassbuild



4,430 followers @glassbuild

81,023 impressions in 2021



**Ask your sales consultant
how to integrate social
media into your ad program**

Sources:
¹Publisher's own data

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PRINT AD RATES



Two-page Spread



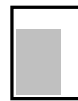
Half-page Spread



Full Page



2/3 Vertical



1/2 Island



1/2 Horizontal



1/2 Vertical



1/3 Vertical



1/3 Square

PRINT AD SPECS

Glass Magazine

	1x	3x	6x	8x
Two-page spread	7,880	7,675	7,345	7,165
Half-page spread	4,850	4,735	4,515	4,460
Full page	4,220	4,115	3,955	3,850
Two-thirds page	3,545	3,450	3,310	3,200
Half page island	3,410	3,315	3,175	3,075
Half page horiz or vert	3,215	3,120	2,985	2,895
Third page	3,010	2,925	2,800	2,720

Premium Positions

	1x	3x	6x	8x
Back cover	5,350	5,230	5,065	5,025
Inside front cover	5,145	5,040	4,925	4,830
Inside back cover	4,685	4,585	4,460	4,360
Guaranteed page	4,525	4,465	4,260	4,145
Product Solution, Great Glazing	4,850	4,735	4,545	4,430
Consecutive page placement	Add'l 15% above earned frequency rate			

Inserts

	1x	2x	3x or more
Cover Tip	4,710	4,250	3,805
Bind-in (per every two pages)	2,285	2,165	2,080

Accepted File Formats

- Press-quality PDF; all color must be CMYK; composite only; embed all fonts
- Photoshop TIF or JPEG, min. 260 dpi
- Illustrator EPS with all fonts converted to outlines and graphics embedded

Color Settings

All color used in the file must be a process build of CMYK (cyan, magenta, yellow, black). RGB images and Pantone colors will be converted to CMYK unless specified. One Pantone color per ad may be printed for an additional charge of \$950 net per insertion.

Ad Dimensions

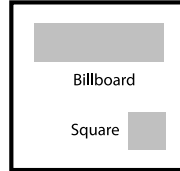
2-pg. Spread*	16.25" wide x 10.75" tall
Half-Spread*	16.25" wide x 5.25" tall
Full Page*	8.25" wide x 10.75" tall
2/3 Page Vertical	4.5" wide x 9.375" tall
1/2 Page Island	4.5" wide x 6.8" tall
1/2 Page Horizontal	7" wide x 4.5" tall
1/2 Page Vertical	3.4" wide x 9.375" tall
1/3 Page Square	4.5" x 4.5" square
1/3 Page Vertical	2.2" wide x 9.375" tall

*Allow .375" safety area on all sides for text, logos

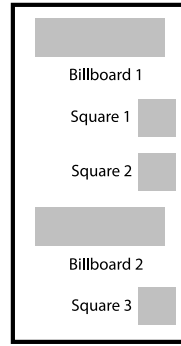
Questions? Call 703/442-4890 ext. 122.

Email materials to bmoorman@glass.org

DIGITAL AD RATES



Website Ads



Newsletter Ads

DIGITAL AD SPECS

Website Ad Files

Billboard..... 900 px wide x 225 px tall
 Square 450 px wide x 450 px tall
 GlassBuild Square..... 300 px wide x 300 ps tall

- Color setting: RGB
- Accepted file formats: JPEG, GIF, animated GIF
- Recommended loop time for animated files is 7 seconds, set loop to continuous
- Third-party ad files are not accepted
- Provide a web address to which the ad should be linked
- Materials are due three days before the first of the month

Newsletter Ad Files

Billboard..... 900 px wide x 225 px tall
 Square 300 px wide x 300 px tall
 Product Spotlight Headline, up to 150 words, color image measuring 450 pixels wide, height variable

- Maximum File Size: 250 kb
- Color setting: RGB
- Accepted file formats: JPEG or GIF
- Provide a web address to which the ad should be linked
- Materials are due the Friday before the scheduled publication date

Questions? Call 703/442-4890 ext. 122. Email materials to bmoorman@glass.org

GlassMagazine.com

	1x	3x	6x	9x	12x
Billboard 1	2,650	2,500	2,250	2,025	1,825
Billboard 2.....	2,375	2,125	1,925	1,735	1,500
Square 1	995	895	805	725	650
Square 2	945	850	765	690	600
Trending Now	1,500				

GlassBuildAmerica.com

Off-Peak Months

August-November

Billboard 1995 per month	1,095 per month
Billboard 2.....	.945 per month	1,045 per month
Billboard 3.....	.895 per month	.985 per month
Square925 per month	1,025 per month
Featured Product795 per month	.895 per month

Glass Magazine Weekly

Billboard 1	1,095 per week
Billboard 2.....	.995 per week
Square 1.....	.825 per week
Squares 2 and 3795 per week
Product Spotlight925 per week

GlassBuild America Daily

Square 1.....	.795 per day
Square 2755 per day
Square 3685 per day
Square 4650 per day

LET US CONNECT YOU TO COMMERICAL GLASS & METALS BUYERS, SPECIFIERS AND PROSPECTS

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